# WEEKLY REVIEW

## "HURRICANE" STILL RAGING

### MAGNIFICENT WORK CONTINUES

Sales for Month to Date Show Increase of 100 Per Cent

### MANY GOOD "PLUMS" STILL LEFT

Mr. Ungerer Has Just Sent in One Amounting to Nearly $1,000.00

**Third Annual Convention December 14, 15, 16 and 17**

PARTICULARS IN NEXT WEEK'S ISSUE

# The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME TWO Thursday, Oct. 28, 1909 NUMBER FORTY-FIVE

# WEEK ENDING, OCT. 16th

The "Hurricane" is still raging furiously, and apparently there is going to be no let-up in the splendid work of the G.-B. sales force.

The week ending October 16th shows an increase of slightly over 100% and the actual increase for the month to date is about 100%. In order that you may grasp the importance of what this increase for the month means, it is necessary to refer you back to the work of the sales force last year. A glance at our sales book shows that the total for October 1908 was larger than for any month after April of that year, and we are going to beat this big month by 100%.

You all know that the G.-B. Company did an enormous business last year, in fact we overtaxed our capacity, making it necessary to work night and day for the last several months of the year, and triple our capacity early this year, in order to handle the volume of business anticipated. Therefore, when we say to you that the month of October in all likelihood will show an increase of over 100%, this statement is of the utmost importance to every loyal G.-B. salesman.

While the total number of orders booked is not as large as during the week ending the 9th, there are very few weeks in the past several months that show a greater number of orders, and the remarkable showing under this heading of late, is really astonishing. A comparision of the number of orders booked for the week as against the same week last year shows that approximately double the number were booked this year.

Another gratifying feature of the week's showing is that in the corresponding week last year, it is noted that Mr. T. R. Gerlach wrote business amounting to nearly $1000.00, consisting of two orders. Despite the fact that no particularly large orders were recorded during the week we are now reviewing, we still are able to announce the magnificent increase of over 100%. This showing is exceedingly gratifying for the reason that it proves positively that many men are firmly established in their territories and are sending in a steady business.

While, of course, there has been a considerable number of changes in the sales force since last year, as a matter of fact, we have not a much larger number of men in the field than at this time last year, nevertheless they are able to report double the business.

We are frank to say that there are few salesmen who have practically laid down, and for what reason we cannot understand, unless it is that they are under the impresson that all the business is placed. We are at a loss to understand how these men can expect to keep in the G.-B. procession of producers, when they lay down at a time of the year when an enormous business is being placed, at least G.-B. salesmen are writing a splendid business, regardless of what our competitors are doing.

Without a question of doubt there is going to be a nice business placed from now on to the close of the season, and the enthusiastic fellow is the one who will get this business. Calendar selling depends largely upon the enthusiasm with which a man works. Buyers can always be found and new buyers created.

Under ordinary conditions we would not mention the work of Mr. Donoghue during week ending Oct. 23rd, until next issue, but as his business for the week is all in and it is noted that he booked a total of eighteen orders, amounting to close onto $400.00, we consider it worthy of special mention right here. Mr. Donoghue until recently was employed as a stenographer in our office, having taken this position with the view of getting experience before going into the field. He recently was given a little strip of territory, consisting largely of small towns and was able to go out and write 18 orders, aggregating a nice total at a time of the year when many men think there is no business to be placed. Don't think for a minute that the territory he is in has not been

worked. As a matter of fact it has been worked hard by G.-B. salesmen and by salesmen of all our competitors. We certainly congratulate him and hope the good work will continue.

Now a few words as regards the work of some of the sales force during the week ending the 16th.

Mr. Garner reports a perfect week, which shows that orders in large cities are loosening up. His best order was booked on Thursday and amounted to $302.00.

Mr. Shimmin's best work was on Saturday, on which day he reported three orders amounting to $375.00. One of these orders was from a school of telegraphy. It calls for "Violet" in series D2803, and "Marion" in the same series with Post Card announcements, and amounted to $13.00 Another fair order was from a Cotton Oil Mfg. Co. This order amounts to $176.00 The subject selected was "Beech Forest, Springtime" with reinforced mailers.

Mr. S. L Smith reports a perfect week. While he had no exceptionally large orders, he had a number of good ones. His best day was Monday when he wrote two orders amounting to $125.00.

Mr. Byron sends in a nice total for the week despite the fact that he sent in blank reports for Monday and Tuesday. His best work was on Saturday when he wrote seven orders amounting to $266.00. He reported a total of eleven orders, which is a very fair showing for this time of the year.

Mr. Coleman is another who reports a perfect week with a total of twelve orders. He had no excessively large orders, at the same time there were some very fair ones, and his total for the week is entirely satisfactory.

Mr. Finley has a fair total for the week. His best order was from an insurance company calling for 1200 of "In the Heart of the Rockies" in Davis DeLuxe mount, with mailing envelopes and protectors. This order is really an increase on an order given Mr. Finley some several weeks ago. Another fair order he booked specified 2200 of some of Series 33 and some of Series 35 size 5x10 Calendars.

Mr. McCully's best order of the week was booked on Monday and amounts to $164.00. This order was from a manufacturer of cigars, and calls for our large plain business Calendars, with mailing tubes. Another order which helps out Mr. McCully's total for the week, was from a bank and specifies 500 "Roses" by Kenyon in Davis DeLuxe.

Mr. Fairbairn was unable to send in business with any degree of regularity during the week, however, a nice order he booked on Tuesday amounting to $202.00 helps him out materially. This order was from a firm of bankers and brokers, and calls for "Dutch Fishing Boats" in 12x15 DeLuxe Mounts with reinforced mailers.

Mr. S. H. White's best orders amount to $113.00 and $92.00 respectively. The larger one was from a cold storage company. It calls for "Rocky Fords" in Series M9 with reinforced mailers. The other order was from a roofing company, the subject selected being "Lincoln in 61" in series M13.

Mr. Parks reports a satisfactory total for the week, his best order was taken on Saturday and amounts to $121.00. This order was given him by a manufacturer of caskets. It specified "Golden Rod" in Davis DeLuxe and "Violet" in Series M28 with mailing Devices.

Some other fair orders secured during the week follow:—Mr. Byron sold a clothier 500 special 12x16 mounts. Another order he reported was from a general store, calling for 500 Kenyon Series DeLuxe Mounts.

Mr. Lindsley sold a coal dealer 500 of "Violet" in Series M28 and a small lot of "Lincoln in 61" Series 4 roll.

Mr. Lott's best order of the week was a bank order for 750 "Violet" in Series M28 with certificates of deposit for distribution purposes.

Mr. Meyer sold a furniture dealer 2000 of "A Hampshire Cottage" in Series 22. Mr. W. A. McDonald secured an order from a manufacturer of wagons and buggies, calling for 500 Mount in Series M22, and a small lot of "Ready For the Day's Work" in Series 9 roll.

A firm of commission merchants placed an order with Mr. Pollock for 800 "Raising the First American Flag" in Series 7 roll. A bank order given Mr. Reilly calls for 600 of "His Last Farewell" in Davis DeLuxe with mailing devices.

Mr. S. L. Smith wrote an order for a firm of tea importers specifying 500 of "Doris" in Series 18 roll with mailing tubes. Another fair order was given him by a sanitarium, calling for 150 of "The Sisters" in series 4 roll and 50 of the same subject in series M4 mount with mailing devices. Still another fair order secured by Mr. S. L. Smith was from a coal dealer. The specifications call for 400 of "Isabel" in series M16.

Mr. C. D. Smith sold a heating company 12000 Fery Series Blotters. Mr. Staley was

given an order by a lumber company for 700 of our large sized Plain Business Calendars with mailing devices.

An ice cream company placed an order with Mr. Ungerer calling for 5000 Kenyon Series fans. Mr. Urmson's best order was from a manufacturer of pipes. This order specifies 5000 5x10 cardboards series 32 with envelopes.

## Business Regularity

There are four salesmen who report business every day during the week, i. e. Messrs. Cies, Coleman, Garner and S. L. Smith. Those reporting business every day but one are: Messrs. A. E. Gerlach, Hynes and H. B. McDonald. A larger number of men than usual report business for four days, and we have no reason to complain over the showing under this heading.

## Number of Orders

Mr. Coleman leads under this heading with a total of twelve orders for the week. Mr. Byron follows with eleven. Mr. Woodman and Mr. Cies tie with a total of ten each. More men have reported a fair number of orders during the past few weeks than during several months previous, all of which leads us to believe that an exceptionally good business is going to come in until late in the year.

## McCully Turns Defeat Into Victory

Accompanying an order which Mr. McCully sends in from a shoe dealer operating a chain of stores, which by the way amounted to $132.00, was the following letter:—

"Enclosed find order from the.....Stores. When here last time I called on Mr. S———, who agreed to call his four managers of the branch stores together and go over the Calendar proposition on my next trip. To-day Mr. S——told me that they had talked the matter over at their last meeting, and decided not to use Calendars. I told him that I knew that some of his men were in favor of Calendars and asked if he would object to my seeing them. I tramped around in the rain to see all the stores with a few of the Cardboards and the 12x15 and 8x14 Mounts, and as a result got every man interested in "The Sisters", and had them call up Mr. S.....to the effect that I had something that interested them. So by the time that I got around to Mr. S.....again it was only a question of how many each store would need, and it didn't take long to find that out. Am glad I did not take his word for it. The trouble was that they had not seen anything that looked good to them until they saw "The Sisters".

Mr. McCully has certainly displayed the fighting spirit characteristic of the G.-B. sales force, and we again reiterate the statement in last week's issue, to the effect that G.-B. salesmen, given a chance to show the line, will in most cases walk away with an order.

## Cies Travels at a Strenuous Gait

Accompanying some ordes which Mr. Cies sent in the other day was a letter in which he advised us that he had secured business amounting to $108.00, out of a town of a population of about 150, and with reference to it he wrote as follows:—

"What do you think of $108.00 worth of Calender business out of little old S.....? and that's all the Calendar business there is there for anyone.

They had all bought early when I called last year, but I succeeded in interesting them to the extent that they all promised to wait and see me this year before buying and I found everyone true to his promise, and most of them regretting it for fear I was going to dissappoint them.

If they are true to us next year, as they were this there will be another white tack here for 1911."

The editor asked Mr. Cies to write us a little more in detail as regards his work in this particular town. While Mr. Cies makes the statement "there isn't much to tell", the fact remains he secured all the business in town, whereas previously it had been going to others. In his letter he gives us a pretty fair idea of what he is up against traveling in Kansas.

Probably many of us have experienced the same difficulties in traveling at times, but from all we can learn Mr. Cies is up against it regularly, as there are not many cities of any size in the state of Kansas. The point we want to emphasize is that Mr. Cies, as you know reports business with great regularity and furthermore a large number of orders. In order to do this you can easily understand that it requires some strenuous work on his part at times, to escape a skunk. His letter follows:—

"Regarding the town referred to there is really not much to tell. The town has perhaps 150 people. There are two general stores, a

Drug Store and a Bank, a line lumber yard, and a fellow in the fresh meat and produce business. The lumber yard is one that is operated out of K. C. I think, and nothing is bought for it by its manager. One of the general stores is a branch of a big co-operative store that is operated out of town, consequently all the business there is to be had is the bank, the drug store, and the general store and also the produce and meat man.

When I made this town a year ago I found them all buying Calendars of a jobber. I succeeded in landing the druggist for his first bill and talked the fact that I was a specialist at writing ads, so strong, to the general store that after I left, they wrote me to send them 100 of that Cardboard Calendar we had in our line, "Making Hay While the Sun Shines" with a special verse ad that I had suggested to them.

The Bank had decided not to use Calendars this year and would not look at my line so when I saw I could not show him without incuring his displeasure. I said, 'Well you are busy and so am I. I will go and finish the town and you get your work done and I will call after banking hours and we will have a little visit anyway.' He consented to this and I went in and tell me his plans in an offhand way, and pointing out to him where he could beat them with a Calendar.

Perhaps the most interesting thing about working these small towns is the experiences one has. For instance I had planned to make this town from O— in the morning. Had to go on a freight. Got on and for some reason or other that I could not get explained was pushed on a siding near O— and left there until afternoon, consequently I lost the entire forenoon. That prevented me from coming back to O— without making an expensive drive, so I jumped out at a little junction and waited there until after 12:00 o'clock at night for a passing train to S—. Got in there and was told that there was not a hotel in town and no one who had beds to let. The agent got off after 2:00 A. M., took pity on me, and took me up to his room where I rested until morning. I went out and worked that town and drove on to the next town arriving at noon. Worked that in the P. M. and arranged to drive on to the next one when it began to rain and got so bad that I had to give it up, taking a midnight train to F..., where I got a train north to the next small town. Worked that town in the forenoon and went on to the next in the afternoon. I got a train there at 7:00 o'clock to the next station and 'hit the hay' as soon as I landed there for I had been losing considerable sleep and needed rest. I worked that town the next morning and got out on the 11:00 o'clock train, arriving in my next town shortly after noon. The two


# ADS FOR NEW SAMPLES

WE are ready to print advertisements on the 1911 line of samples, and each salesman is requested to send in the names of four or five customers, so that we can display the ads of buyers in your territory. We suggest using the names of concerns that would likely do you the most good and carry the most weight in your territory. Remember, we can not display all ads on large mounts or rolls; some must go on De Luxe mounts, small mounts, card boards, mailing cards, etc. When sending in your list, state about the style of calendar on which you would suggest displaying each advertisement. We furthermore wish to say that it may be impossible for us to use five ads from each salesman; therefore state first, second, third, fourth and fifth choices. :: :: :: ::

**THIS IS IMPORTANT** **DO IT NOW**

men I came purposely to see were gone so I looked around until 3:30 and then started on again. Found the Anti-Horse Thief Assn. there and my man B— gone as well as some others but managed to corner him and get his order about 10:30 that night. Next morning I went on to C— where I looked after that First Nat'l Bank inquiry and my other customers. Took the freight at noon to go to O—, and the engineer jerked a draw bar out on one of the cars and blocked the street for seven minutes, whereupon the city marshall arrested the conductor and threw him in jail, then they held his trial and fined him fifteen dollars. Another conductor cussed the marshall and they had him arrested so we never rolled a wheel until nearly 4:00 o'clock, landed in O— about 5:00 and found my man there gone for several days, so I took a train on to my next town to find it just burned up, and all my prospects with but two exceptions indefinitely out of business. Thence I landed in——.

This is a sample of the way I go all the time when I am well, only I don't always have such pestering luck.

H. W. Cies."

**WITHDRAW**

**Hanger No. 1203**
**Flower of the Ranch**

**No. 698**
**Afternoon in the Park**
**LEFT-OVER HANGER**

New promises can never take the place of broken ones.

Trying to be a good fellow often gets a chap in bad.

Frown and you pass unnoticed, laugh and everybody turns around to rubber.